



USA PRO CYCLING CHALLENGE TO FINISH IN TELLURIDE ON MONDAY, AUGUST 20th

The second annual USA Pro Cycling Challenge, one of the largest professional cycling events in United States history, will finish Stage One in downtown Telluride on the afternoon of Monday, August 20, 2012. The USA Pro Challenge is a major event and several thousand spectators are anticipated.

Specifics about Telluride Finish City Route and Events

Route: The route enters Telluride at Society Turn then through the roundabout onto Colorado Ave, heads north on Townsend St, east on Columbia Ave, south on Willow St, and then back on Colorado Ave for a westward sprint to the finish line at the Courthouse. All parked cars on these street segments will need to be removed from these streets by the morning of Monday, August 20th, to accommodate the course setup and racers. Residents are encouraged to maximize use of off-street residential parking areas such as driveways and garages. Alley ways will need to be kept clear. Information will be provided regarding alternative parking areas closer to the event date. See attached map (on backside).

Finish area: The finish line and associated infrastructure (VIP/Hospitality tents and bleachers, awards stage, announcer stage, restroom trailers, corporate tents, beer garden located in Elks Park, etc.) will be located on Colorado Ave between Aspen St and Fir St. Pedestrian access will be maintained on the sidewalks along Colorado Ave (east & west) for access to businesses and restaurants. Pedestrians will be able to travel north & south at Aspen St and Fir St.

Festival: A festival will occur in Town Park from 11am to 6pm on August 20th. The festival will include local music, sponsor/merchandise vendors, food vendors, and beer sales. There is no entry fee and attendees will be able to watch the race on a large TV screen.

Road Closures: It is likely that the in-town street closures along the course route on Colorado Ave, Townsend St, Columbia Ave, and Willow St, will occur during the day of August 20th to accommodate all participants and ensure the safety of the spectators. Some closure of Colorado Ave (likely between Aspen St and Fir St) will occur on Sunday, August 19th to accommodate infrastructure setup. Many of these street closures will be lifted shortly after the race, during the late afternoon on August 20th. The infrastructure in the finish area will be removed during the evening of August 20th and Colorado Ave in its entirety should be open by Tuesday morning, August 21st. Other closures may be needed to accommodate parking for event teams, staff, and media on Town streets and in Town public parking lots, including Carhenge lot and South Pearl lot. See attached map (on backside).

Most highway closures outside of Telluride will be “rolling closures” so that traffic can flow smoothly through the area right up until the racers pass through.

We recognize that road closures might impact your daily activities on this day, and we will take great care to minimize the impact and inconvenience you will experience. Please plan accordingly.

We thank you for your support and are grateful for the opportunity to bring world-class cycling to Telluride.

Town of Telluride and the Telluride Local Organizing Committee of the USA Pro Cycling Challenge



Finish Area



Race Route - No Parking Area



Reserved for Event - No Parking Areas

Carhenge
 South Pearl Lot
 Mahoney St
 North row of Shandoka Lot
 S Aspen St
 N Fir St



NOT TO SCALE